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FM AMEMBASSY NEW DELHI
TO RUEHC/SECSTATE WASHDC PRIORITY 7532
INFO RUCPDO/USDOC WASHDC
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RHHJJPI/PACOM IDHS HONOLULU HI
RUEKJCS/JOINT STAFF WASHDC
RUEHLM/AMEMBASSY COLOMBO 1908
RUEHCG/AMCONSUL CHENNAI 4976
RUEHCI/AMCONSUL KOLKATA 4196
RUEHNEH/AMCONSUL HYDERABAD 0832
RUEHKA/AMEMBASSY DHAKA 2302
RUEHIL/AMEMBASSY ISLAMABAD 6227
RUEHKT/AMEMBASSY KATHMANDU 2749
RUEHKP/AMCONSUL KARACHI 9626
RUEHBI/AMCONSUL MUMBAI 4015
RUEHLO/AMEMBASSY LONDON 6671
RUCNDT/USMISSION USUN NEW YORK 8340
RHOVVKG/COMSEVENTHFLT
RHMCSUU/HQ USCENTCOM MACDILL AFB FL

UNCLAS SECTION 01 OF 04 NEW DELHI 001583

SIPDIS

STATE FOR NP, AC, PM

STATE FOR INR/MR

STATE FOR SCA/INS, PM/CBM, PM/PRO

STATE FOR SCA/PPD, PA/RRU

STATE FOR AID/APRE-A

USDOC FOR 4530/IEP/ANESA/OSA FOR BILL MURPHY

E.O. 12958:N/A

TAGS: [KMDR](#) [KPAO](#) [PGOV](#) [PREL](#) [IN](#)

SUBJECT: MEDIA REACTION: INDIA-PAKISTAN RELATIONS,
NUCLEAR ISSUES, WTO DOHA, CLIMATE CHANGE; NEW DELHI.

This countrywide cable reports on relevant media
reaction/opinion from India's large non-English press.
The Mission reports on English-language media via email
through the daily "Early Edition" summary.

UNCLASSIFIED
PA:07/29/2009
PA:LSCHWARTZ/MMACY
PA:MMACY:AVAZ
PA:LSCHWARTZ
PAX

AMEMBASSY NEW DELHI
SECSTATE WASHDC

FOR JEAN VANDER WOUDE TRAINING COORDINATOR; KERRY MOLINELLI PROGRAM
COORDINATOR; BRUCE HAMILTON PROGRAM ASSISTANT

E.O. 12958: N/A

TAGS: [KMDR](#) [KPAO](#) [PGOV](#) [PREL](#) [IN](#)

SUBJECT: FSI Call for Nominations for FY-10 Public Diplomacy Locally
Employed Staff Training - July 31 Deadline

REF: STATE 00060163

1.(U) Below is a list of Mission nominations for FSI FY-10 Public
Diplomacy LES training courses.

1A. Name of Nominee: Raja Bhattacharya

Course to attend: PY205 Advanced Training for Senior Seminar for PD LES. This course is designed specifically for LES who have been in their position for more than 10 years or who currently occupy a senior position in the Public Affairs Section and Raja is an ideal candidate on both counts.

Length of Service: 15 years.

Previous FSI course attended: None

Raja has been a key member of the New Delhi PA team for 15 years and has held a succession of increasingly responsible positions in the section, rising from LES 9 to his current position as an LES 11 and backup to the LES 12 Country Media Advisor. He has never attended a Washington-based FSI course and given the increased focus on special media reporting keyed to White House initiatives - reporting which Raja coordinates for all 5 of our posts countrywide and which is being read at the NSC on a regular basis. The time is right for him to get direct exposure to the U.S. His written reporting is superb, going out from our Minister Counselor for Public Affairs with virtually no editing, testament to Raja's superb and fluent English.

As a senior LES in the press section, the Indian media often refers to Raja for information and views on anything and everything American. Without the opportunity to experience it for himself, he sometimes finds himself less up-to-date about US life, society and institutions than his Indian media colleagues. There is unlimited interest in American and Americans in India, and the chance for Raja to participate in FSI training at this point in his career would pay

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dividends many times over, for many years, in his daily interactions with Indian print, TV and internet journalists. Raja's knowledge of and exposure to the U.S. will be of particular importance as he expands our outreach to the Urdu and Hindi media in North India, where his understanding of US foreign policy, governance and society is particularly relevant. North India's language press has relatively low levels of exposure to the U.S. and apprehensions and misperceptions abound. Raja's selection for training at FSI will be critical in helping him dispel misconceptions about the U.S in this key outreach audience.

B. Name of Nominee: Jyoti Chanana

Course to attend: PY Senior Seminar for PD LES Section 1 October 24 - November 7, 2009/ Section 2 April 17 - May 1, 2010.

Length of service: 17 years

Previous FSI course attended: None

Jyoti Chanana is a senior Reference Librarian at American Library, New Delhi. She handles reference queries on U.S. government processes, democracy and human rights, economic perspectives and global issues from key audience and scholars from various universities, think tanks and NGOs. Being the seat of the Indian government, the Delhi library receives queries from parliamentarians, senior government officials, lawyers, media and academics as well as the youth audiences. She interacts directly with key contacts, who are policy makers or who influence policy making in the country. She is responsible for reaching out to key audiences, the government, media, academia, professionals, and young students, handles a variety of library programs and volunteers for larger PA programs. She also conducts group activities and organizes library professional group visits for orientation of library services.

It would enhance Jyoti's understanding of the U.S. life and culture and better equip her in promoting USG policy goals. She will also have a better understanding of planning and executing programs, integrating the library activities with post programming and enhance her public diplomacy skills and public relations. She will also be able to share her experience with the entire library team. Jyoti has been working in the Library for 17 years and she has not yet been sent for a Foreign Service National Employees Training Program.

She is a dedicated member of the Library and the larger CAO staff.

C. Name of nominee: Sanjay Bhagat

Course to attend: PY206 program (Foreign Service Nationals Information Resource Center Programs)

Length of service: 5 years

Previous FSI course attended: None

Sanjay Bhagat's position serves as a bibliographer in an all India American Library system, and is general editor for IRO's two bimonthly bibliographic publications produced for countrywide distribution -- Article & Web Alert: Digest of Journal Articles of Significant Interest and Book Alert: American Libraries in India. Based on MSP themes, researches, evaluates and selects materials.

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Writes the introductory editorial essay of the focus section of Article & Web Alert. Writes annotations for books and journal articles. Compiles the annual Union List of Serials and CD-ROMs. The job involves serious reference research work including data mining and filtering information from various Online and CD-ROM based information products like ProQuest, EBSCOHOST, Gale International, Project Muse, Lexis Nexis, Factiva etc., which call for gaining effective edge in handling these sources of information and be able to retrieve the best for the library patrons and other subscribers of the publications. The position also needs to be updated about various sources of information on U.S. government. Further, PY206 training will enhance this position's insights into the social fabrication of the United States and its contemporary library practices and will facilitate better understanding of the U.S. social and political values.

D. Name of Nominee: Nilanjan Hajra

Course to attend: PY 205; FSI; section two, April 17-May 1, 2010

Length of Service: 12 years

Previous FSI course attended: In 2000: Public Diplomacy FSN Training Program: Information/Media program

Nilanjan Hajra: As an Information Specialist and the Audio-Visual (AV) Section Chief in the press section at the U.S. Consulate in Kolkata, India, Nilanjan is one of the senior members of the staff (an FSN 10) responsible for advising the Consul General and the Public Affairs Officer on all media-related issues. He is specifically responsible for liaising with the top decision-makers of all local TV channels, radio stations, and internet news portals throughout the Kolkata Consular District, a region home to more than 300 million. This region of India has been dominated by nearly four decades of rule by the Communist Party of India (Marxist) (CPI (M)) and our engagement with the electronic media here is crucial to airing and advancing U.S. interests in the region. Considering the rapid increase in the number of TV channels and radio stations across eastern India, the responsibility of his position will continue to increase.

Nilanjan's position is also involved in planning media strategies for all major events held at the Consulate, including Public Affairs programs, all press conferences, and the Consul General's public appearances. Contributing to media-reaction reports is a further responsibility. Nilanjan also organizes major film festivals, including spearheading the Consulate's participation in the annual Kolkata Film Festival. His office also oversees the many digital video conferences that the consulate arranges each year.

Nilanjan's position demands an in-depth understanding of key U.S. policies and an ability to incorporate these into the planning and programming strategies of the Consulate. The PY 205 training will provide him with the opportunity to develop the skills and knowledge base required to perform his responsibilities with optimal success. At FSI, he will interact with policy makers and analysts to develop the knowledge and skills necessary to effectively promote U.S. policy objectives through the local media and adjunct programs. Given his more than 12 years of experience with the USG and his

media contacts, we expect that Nilanjan's training will have a multiplier effect in the local community.

1E. Name of Nominee: Nilopala Sen

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Course to attend: PY 206; FSI; June 6-22, 2010
Length of service: 22 years

Previous FSI course attended: None

Nilotpala Sen a key librarian at the American Library, also called the Information Resource Center (IRC) in Kolkata, India, works in both the reference and the circulation sections. She has worked at the American Library in Kolkata for 22 years. Information Resource Center Training (PY 206) will support Nilotpala's further professional development as a reference librarian, enabling her to advance U.S. interests in the region. Firsthand exposure to U.S. society is necessary for her to be an effective and credible advocate for the IRC and its programs. Her work demands familiarity with the education, culture, politics, and geography of the U.S.A. American interests face many challenges in the political environment of eastern India, a region with more than three decades of communist rule. Therefore, it is critical that the U.S. Government provide the necessary training for employees to most effectively represent its interests here.

Nilotpala will learn best practices and techniques to better manage limited IRC resources. She will learn how to reach target audiences and achieve important institutional goals such as fostering a better understanding and appreciation of American society. Membership in the IRC has increased from 1,900 members three years ago to nearly 5,000 members today. Nilotpala's training will enable her to better address the needs of our members.

1F. Name of nominee: Melina Gomes

Course to attend: PY207 Press/Media Tradecraft Training, March 12-27, 2010

Length of Service: complete 10 years August 29, 2009

Previous FSI course attended: Workshop for Senior NIV FSNs (PC121) in February 2004, in Washington DC.
Workshop on FSN Supervisory Skills (PC248) in February 2007, in New Delhi

Melina Gomes has extensive Consulate experience--having worked for both USAID and the Consular Section in the past--but has a less developed understanding of media and how a press officer operates. Although she has been to the US before, her trip only took her to Washington for very focused consular training. The Media Tradecraft training, which is far broader and also encompasses areas outside Washington DC, is essential for her to gain a better understanding of how the USG, specifically the State Department, operates and for her to also learn more about the tools and duties of a press officer. In her first week, she successfully completed all the FSI press office distance learning courses. From an early stage, it was clear that she is a quick learner. She proved her potential during the recent visit of Secretary Clinton, where she deftly coordinated media invitations to the various events. Allowing her to go on the FNEP as soon as possible will make her an even more valuable asset to the team.

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